

Message Text

UNCLASSIFIED

PAGE 01 OTTAWA 03416 042215Z

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CAB-05 CIAE-00 COME-00

DODE-00 DOTE-00 INR-07 NSAE-00 EPG-02 FAA-00 /034 W

-----050818Z 003537 /22

R 042210Z MAY 77

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 3344

INFO AMCONSUL MONTREAL

ALL OTHER CANADIAN CONSULS (BY POUCH)

UNCLAS OTTAWA 03416

E.O. 11652:N/A

TAGS: EAIR, CA

SUBJECT: CIVAIR: CHARTER CLASS FARES

1. PRESS REPORTS AIR CANADA HAS EXHAUSTED ITS ALLOTMENT OF 173,000 DOMESTIC SEATS FOR SALE AT CHARTER CLASS FARES THIS SUMMER AND THAT CP AIR SUPPLY OF REMAINING SEATS IS LIMITED.

2. COMMENT: THERE HAS BEEN IN RECENT WEEKS A CERTAIN AMOUNT OF PUBLIC CRITICISM OVER THE NON-AVAILABILITY OF SEATS ON THIS ADVANCED BOOKING, LOW PRICE BASIS. ESPECIALLY NOTED WAS THE HEAVY ADVERTISING CAMPAIGN-- ESPECIALLY BY AIR CANADA--WHICH PLAYED UP THE CONCEPT BUT DID NOT MENTION THE COMPUTER DETERMINED LIMITED SUPPLY AND FLIGHT-BY-FLIGHT BASIS. AIR CANADA AND CP AIR REPRESENTATIVES, HOWEVER, HAVE STRESSED TO TCO HOW HAPPY THEY ARE WITH THE SUCCESS OF THIS EFFORT AND EMPHASIZED THAT IT HAS SERVED TO FILL THAT RELATIVELY SMALL NUMBER OF SEATS WHICH GO UNSOLD ON PEAK SEASON SCHEDULED FLIGHTS. THUS, THE LOW FARES REPRESENT ALMOST 100 PERCENT PROFIT. ENDERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: SUPPLEMENTAL AIRLINES, AIR FARES
Control Number: n/a
Copy: SINGLE
Sent Date: 04-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Litigation Codes:
Litigation History:
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Exemptions: n/a
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Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2644629
Secure: OPEN
Status: NATIVE
Subject: CIVAIR: CHARTER CLASS FARES
TAGS: EAIR, CA, AIR CANADA
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